

Office of Consumer Protection Performance Review

Eric Friedman, Director
June 11, 2010

CountyStat Principles

- **Require Data Driven Performance**
- **Promote Strategic Governance**
- **Increase Government Transparency**
- **Foster a Culture of Accountability**



Agenda

- **Headline Performance Measures**



Meeting Goal

- **Determine the impact of OCP work on headline measures and establish new performance expectations and goals**



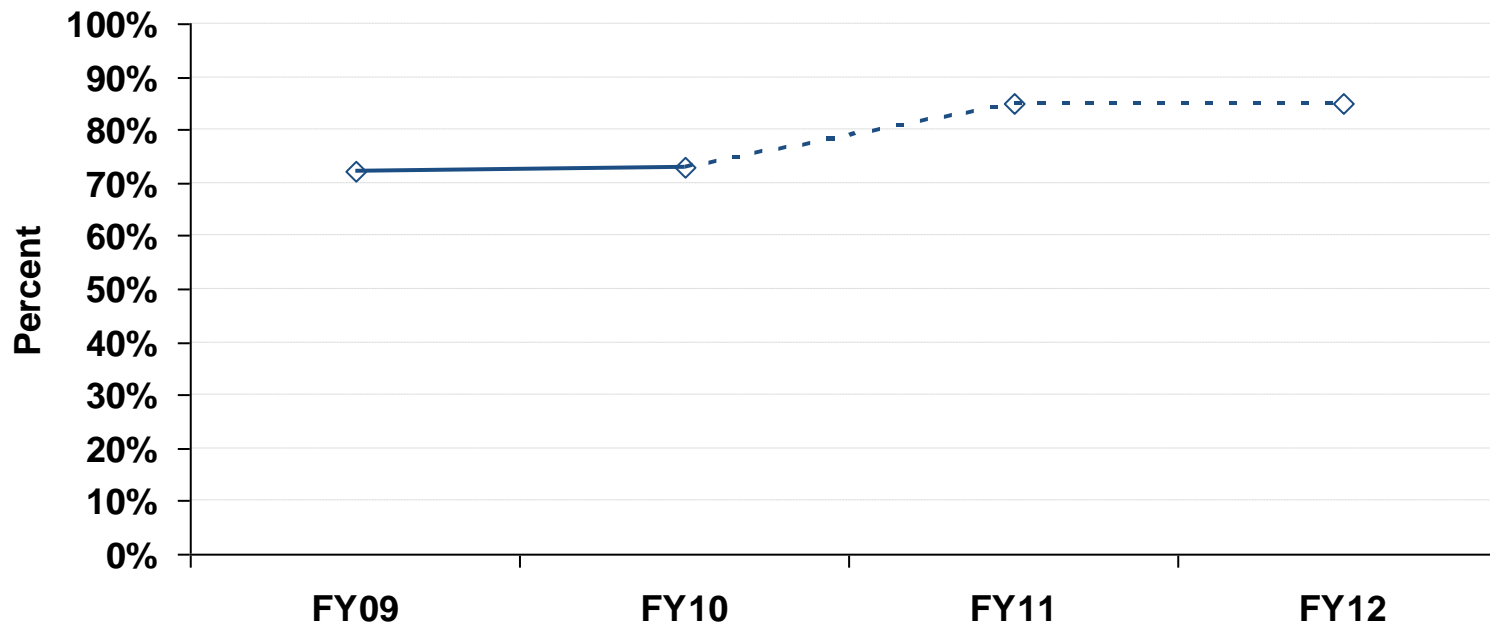
Headline Measures

- **Restitution received as a percent of restitution asked for by the consumer and validated by the assigned OCP case investigator**
- **Average OCP customer satisfaction rating**
 - Manner in which the customer's case was handled
 - Outcome of the customer's case
- **Average time in workdays to investigate and close a written complaint**
- **Percent of OCP-initiated consumer protection cases closed that are resolved by OCP**
- **Media Coverage**
 - Percent of news releases receiving media coverage, including print news, television and radio
 - Number of times media outlets, including print news, television and radio, seek out OCP's expertise
- **Percent of consumers using OCP services who found out about the office through various means**
- **Percent of Commission on Common Ownership Communities (CCOC) cases resolved through mediation**



Headline Measure

Restitution received as a percent of restitution asked for by the consumer and validated by the assigned OCP case investigator



Measure	FY09 Actual	FY10 Estimate	FY11 Target	FY12 Target
Percent	72%	73%	85%	85%



Headline Measure

Restitution received as a percent of restitution asked for by the consumer and validated by the assigned OCP case investigator

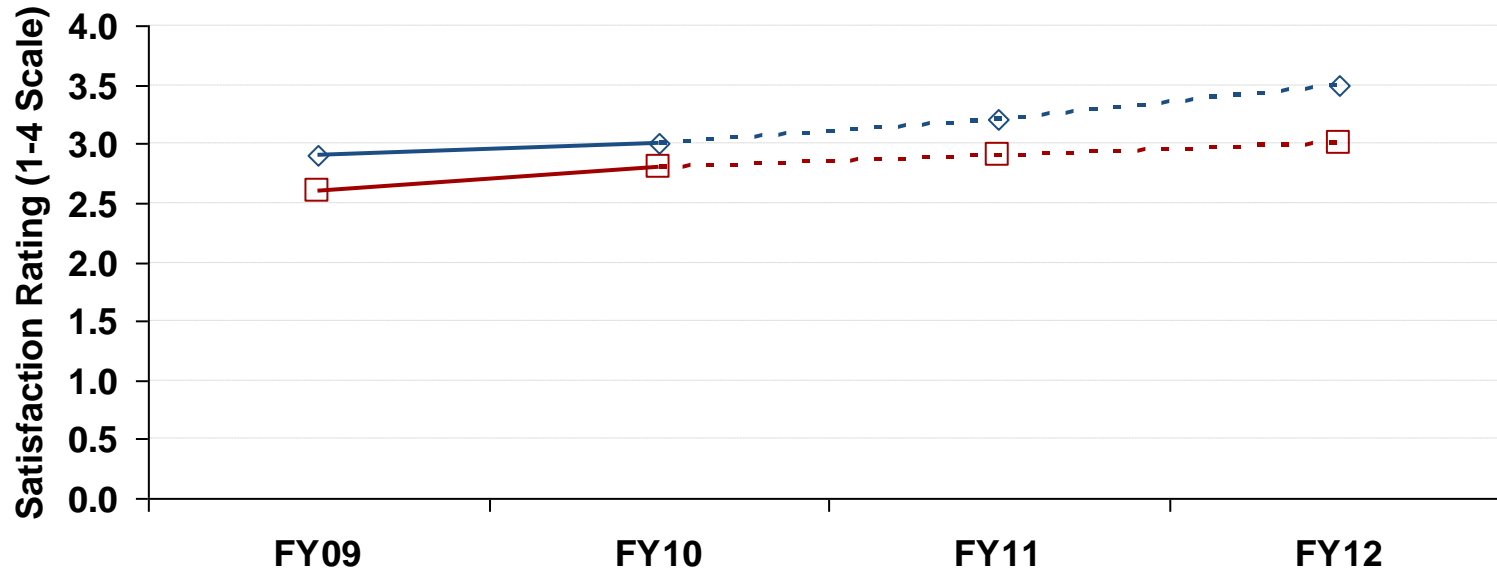
Measure	FY10 to Date		
	FY10 Q1	FY10 Q2	FY10 Q3
Restitution received as a percent of restitution asked for by the consumer and validated by the assigned OCP case investigator	89.8%	95.2%	99%



Headline Measure

Average OCP customer satisfaction rating (1-4 scale)

1. Manner in which the customer's case was handled
2. Outcome of the customer's case



—◇— Manner in which the case was handled

—□— Outcome of the case

Measure	FY09 Actual	FY10 Estimate	FY11 Target	FY12 Target
Manner in which the case was handled	2.9	3.0	3.2	3.5
Outcome of the case	2.6	2.8	2.9	3.0



Headline Measure

Average OCP customer satisfaction rating (1-4 scale)

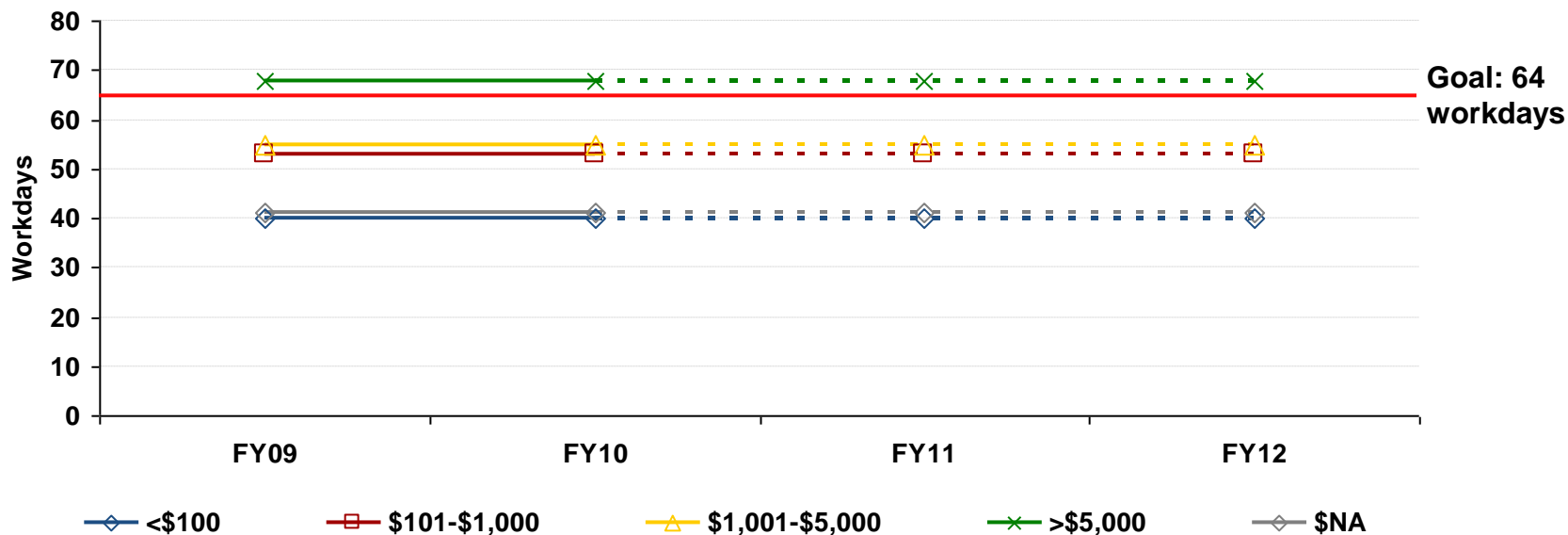
1. Manner in which the customer's case was handled
2. Outcome of the customer's case

Measure	FY10 to Date		
	FY10 Q1	FY10 Q2	FY10 Q3
Manner in which the customer's case was handled	3.4	3.6	3.6
Outcome of the customer's case	3.84	2.7	3.4



Headline Measure

Average time in workdays to investigate and close a written complaint



Measure	FY09 Actual	FY10 Estimate	FY11 Target	FY12 Target
<\$100	40	40	40	40
\$101-\$1,000	53	53	53	53
\$1,001-\$5,000	55	55	55	55
>\$5,000	68	68	68	68
\$NA	41	41	41	41

Note: Goal across all categories was 64 work days. This measure is an average of the time to close individual client complaints.



Headline Measure

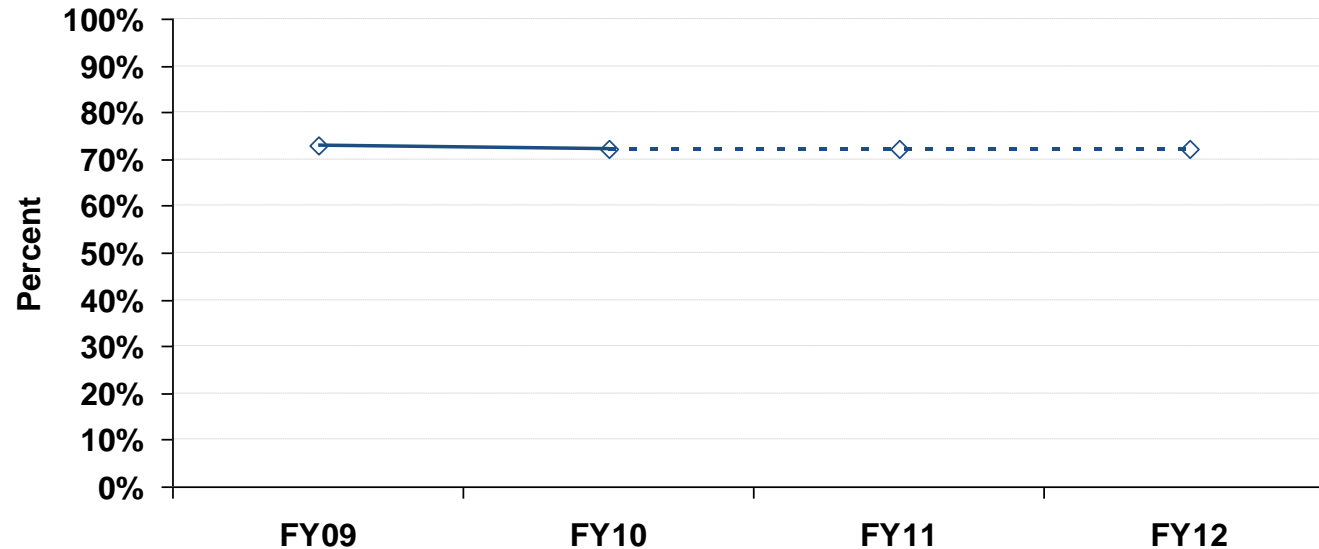
Average time in workdays to investigate and close a written complaint

Measure	FY10 to Date		
	FY10 Q1	FY10 Q2	FY10 Q3
<\$100	58.4	60.0	46.9
\$101-\$1,000	55.3	59.0	75.8
\$1,001-\$5,000	53.3	68.0	61.1
>\$5,000	32.1	31.0	102
\$NA	32.9	37.0	39.7



Headline Measure

Percent of OCP-initiated consumer protection cases closed that are resolved by OCP



Measure	FY09 Actual	FY10 Estimate	FY11 Target	FY12 Target
Percent	73%	72%	72%	72%

This measure captures the percent of closed Office of Consumer Protection cases that are “resolved” as compared to “unresolved” cases (excludes referrals). Resolved is defined as a case in which the consumer was satisfied with the results of an investigation or the complaint was adjudicated by the issuance of a citation, settlement agreement, filing of legal action or administrative hearing. The results may include a full or partial refund, correction/performance of a service, delivery or replacement of goods, an acceptable explanation provided by the merchant, the honoring of a warranty, a change to a merchant’s practice, or other requested relief.



Headline Measure

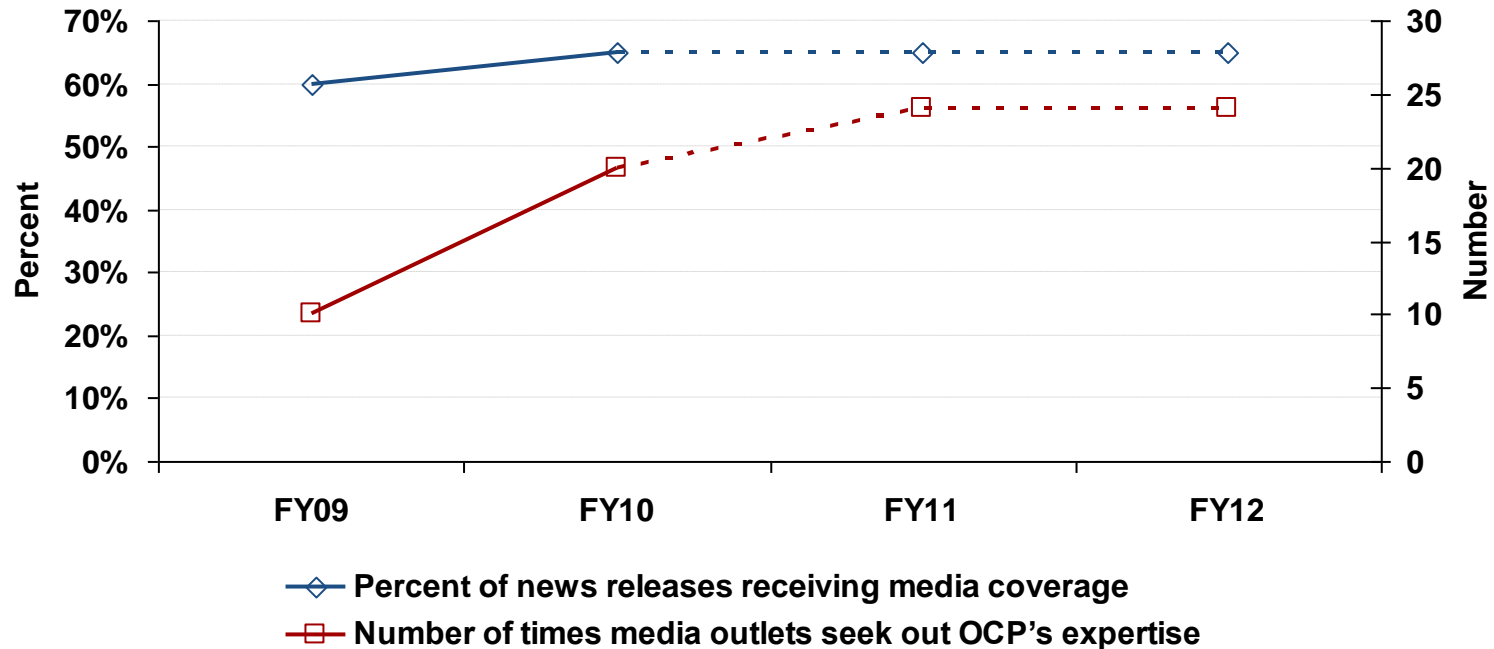
Percent of OCP-initiated consumer protection cases closed that are resolved by OCP

Measure	FY10 to Date		
	FY10 Q1	FY10 Q2	FY10 Q3
Percent of OCP-initiated consumer protection cases closed that are resolved by OCP	75.0%	64.5%	70.0%



Headline Measure Media Coverage

1. Percent of news releases receiving media coverage, including print news, television and radio.
2. Number of times media outlets, including print news, television and radio, seek out OCP's expertise



Measure	FY09 Actual*	FY10 Estimate	FY11 Target	FY12 Target
Percent of news releases receiving media coverage	60%	65%	65%	65%
Number of times media outlets seek out OCP's expertise	10	20	24	24



Headline Measure Media Coverage

1. Percent of news releases receiving media coverage, including print news, television and radio.
2. Number of times media outlets, including print news, television and radio, seek out OCP's expertise

Measure	FY10 to Date		
	FY10 Q1	FY10 Q2	FY10 Q3
Percent of news releases receiving media coverage, including print news, television and radio	50%	100%	0%
Number of times media outlets, including print news, television and radio, seek out OCP's expertise	5	5	10



Headline Measure

Percent of consumers using OCP services who found out about the office through various means

Measure	FY10 Q1	FY10 Q2	FY10 Q3
County website	28.1%	33.9%	35.9%
Newspaper article	1.4%	1.3%	1.5%
Friend or family member	20.5%	21.6%	21.2%
Referral by another agency	11.0%	12.3%	13.5%
Television program	0.0%	1.7%	0.0%
Radio announcement	0.7%	1.7%	0.4%
“Other”	38.4%	27.5%	27.4%

As reported to the OCP case investigator during intake. The following slide drills down into the “other” category.



Consumers using OCP services who found out about the office through 'Other' means

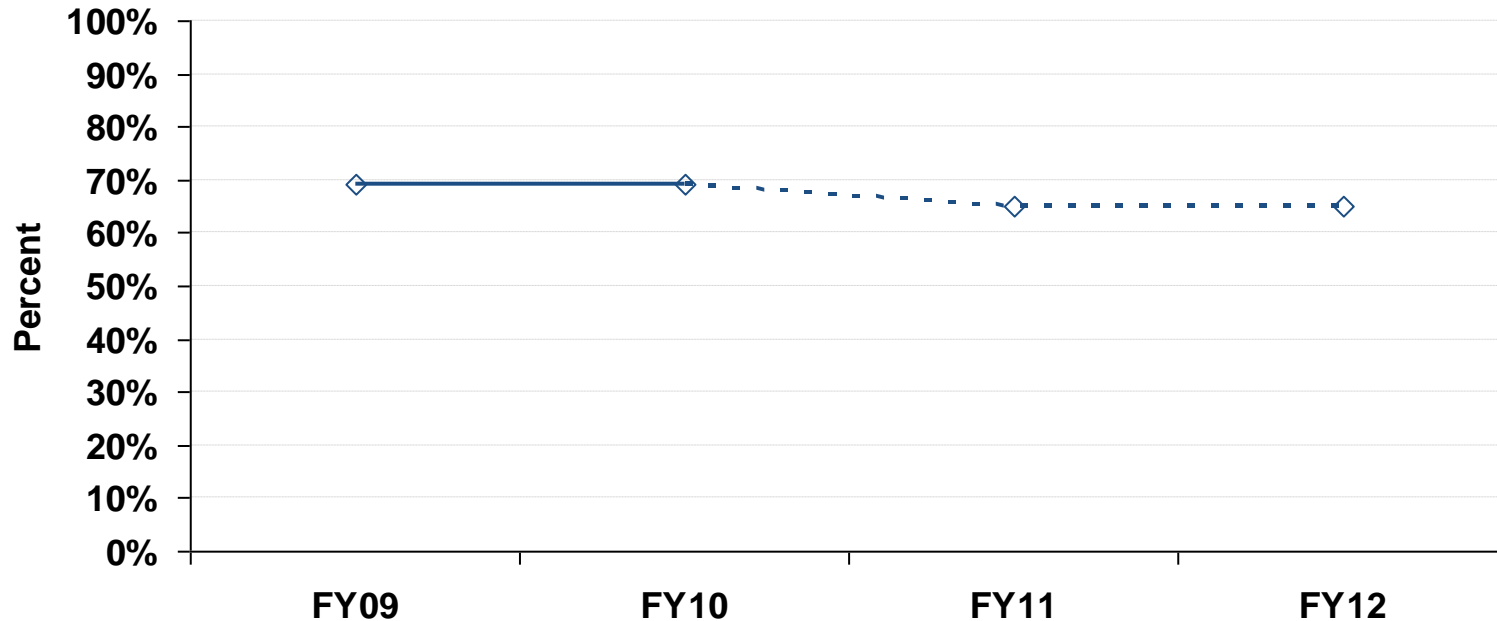
Breakdown of "Other" Category

Breakdown of "Other" Category	%
Previous Use	23%
Police	9%
NA	8%
Tow Invoice	7%
Attorney Referral	5%
Employee (County)	5%
Merchant (Incl. Towers)	8%
Unknown	4%
Phonebook/Directory	4%
Internet Search	2%



Headline Measure

Percent of Commission on Common Ownership Communities (CCOC) cases resolved prior to CCOC hearing



Measure	FY09 Actual	FY10 Estimate	FY11 Target	FY12 Target
Percent (Includes all steps prior to the hearing: Pre-mediation, Mediation, and Pre-Hearing)	69%	69%	65%	65%
Total Cases	40	--	--	--



Headline Measure

Percent of Commission on Common Ownership Communities (CCOC) cases resolved prior to CCOC hearing

Measure	FY10 to Date		
	FY10 Q1	FY10 Q2	FY10 Q3
Percent of Commission on Common Ownership Communities (CCOC) cases resolved prior to CCOC hearing <i>(Includes all steps prior to the hearing: Pre-mediation, Mediation, and Pre-Hearing)</i>	64.2%	73.6%	61.5%
Percent of Commission on Common Ownership Communities (CCOC) cases resolved at CCOC hearing	17.9%	21.1%	7.7%
Percent of Commission on Common Ownership Communities (CCOC) cases not adjudicated because case was withdrawn or without jurisdiction	17.9%	5.3%	30.8%



Wrap-up

- Follow-up items

